

The Commercial and Imperial Corridor Master Plan (CICMP) Fact Sheet

The scope and intent of the Master Plan is to:

- Encourage a mixed-use transit-oriented corridor.
- Address implementation, feasibility, and urban design issues associated with creating a smart growth mixed-use setting within this predominately urbanized community.
- Identify where roadway, sidewalk, and streetscape improvements should occur in order to enhance mobility, connectivity and safety for pedestrians, bicyclists, automobile drivers, and transit riders.
- Evaluate if Imperial Avenue should be widened to a four-lane major roadway which could impact the mobility options and the existing community character.
- Provide community members the opportunity to evaluate and plan for future enhanced mobility and mixed-use development opportunities.

How will community input be solicited?

As part of the master planning process, the City requests that the Southeastern San Diego Planning Group (SESDPG) convene the meetings and workshops on behalf of the community in order to bring together the neighborhoods that are affected by the master planning process. The purpose of the SESDPG Working Group is to provide the City with feedback that is representative of the diverse interests of the community at large. Further, the Working Group will provide a public forum for the community to be able to provide input as part of the master planning process.

Who can be on the Working Group?

The City will form a Working Group, consisting of up to 25 community members representing a balanced coalition of residents, community groups, businesses, and non-profit organizations.

The SESDPG will participate as a committee of the whole on the Working Group. Since all 14 elected members have elected to participate, the balance of the 11 seats shall be divided as follows:

4 seats: Residential property owners or tenants who reside onsite

2 seats: Non-residential property owners

3 seats: Commercial/Industrial business representative or property owners

2 seats: Existing Non-Profit and Community organization representatives

In order to qualify to fill one of the open seats, eligible candidates for the Working Group are required to be 18 years of age and affiliated with any of the above positions. To be considered for the Working Group, please submit a signed working group registration form and proof of eligibility to the City Planning & Community Investment Department. Applications may be mailed to: Attn Karen Bucey, 202 C Street MS 4A, San Diego, CA 92101.

Working Group Meetings

Working Group meetings will occur at key stages of the project to discuss issues, concerns, and ideas; present work products and solicit feedback; refine community the vision and implementation strategies; and contribute to the format and agenda for community workshops and the charrette. The Working Group will meet six times.

Community Workshops

Community workshops are envisioned as engaging, hands-on events where community members can learn about the project and provide their perspectives on the project vision, potential opportunities, policies and programs. Workshop agenda and formats will be developed in consultation with City staff and the Working Group. There will be two community workshops:

- **Workshop #1: Visioning.** Community members will outline their vision for the area, and provide input on key issues and visual preferences.
- **Workshop #2: Preferred Plan/Policy Development.** Community members will expand on the preferred plan, contributing to policy development and implementation strategies.

Charrette

The charrette (extended workshop) is proposed as a two-day event with a goal of making progress toward a draft Preferred Plan in an interactive setting. In advance of this event, up to three alternative scenarios will have been prepared and evaluated in a Scenario & Evaluation Report. During the charrette, community members will weigh in with their preferences and help define which alternative (or combination of two or more alternative) represents the community's preferred plan. Key components of the Preferred Plan will be outlined at the conclusion of the charrette.

How will the community find out about the master planning process?

In order to notify surrounding residents, business and property owners and institutional uses of the meetings and planning work being prepared, the City will handle the noticing by creating a website and email distribution list. The City will also mail agendas and meeting summaries as well as all work produced to the SESDPG Working Group members. All information will be posted to this website and will be made available at the library in advance of the meetings.

To be added to the CICMP email distribution list, please send an email to Kbucey@sandiego.gov requesting to be added to the list.

Schedule and Timeline

City staff anticipates the entire planning process taking 10 to 12 months. The work only includes planning and does not include the zoning or environmental work which will occur when the entire community plan is updated starting in 2013.

<i>Component</i>	<i>Objective</i>	<i>Tentative Dates</i>
Working Group Meeting #1	<ul style="list-style-type: none"> • Discuss vision, key issues, format for first workshop • Present the project and planning process 	May 2011
Community Workshop #1	<ul style="list-style-type: none"> • Identify community visions and key issues, visual preferences, opportunities and constraints 	June 2011
Community Character Survey	<ul style="list-style-type: none"> • Identify vision, key issues to help formulate corridor goals and urban design principles (e.g. land use and urban design patterns, transportation investments, public facilities improvements) 	June 2011
Working Group Meeting #2	<ul style="list-style-type: none"> • Review the results of the workshop • Present key findings from the Existing Conditions Report • Brainstorm corridor goals and urban design principles 	July 2011
Working Group Meeting #3	<ul style="list-style-type: none"> • Review the results of the community character survey • Brainstorm alternatives • Discuss potential screening criteria (based on goals and principles) 	August 2011
Charrette	<ul style="list-style-type: none"> • Develop Preferred Plan 	December 2011
Working Group Meeting #4	<ul style="list-style-type: none"> • Review charrette results • Refine Preferred Plan and policies 	December 2011
Working Group Meeting #5	<ul style="list-style-type: none"> • Refine Preferred Plan and policies • Discuss format for second workshop 	February 2012
Community Workshop #2	<ul style="list-style-type: none"> • Present Preferred Plan • Refine policies and implementation strategies 	March 2012
Working Group Meeting #6	<ul style="list-style-type: none"> • Refine Draft Master Plan and Implementation Strategy 	April 2012

Additional Logistics

- City staff has secured the Logan Heights library (567 South 28th Street) for future meetings and workshops.
- Consultants will facilitate Working Group meetings and community workshops, with assistance from City staff. To ensure broad-based participation in community outreach activities, meeting materials and the community character survey will be provided in English and Spanish and meetings will be simultaneously translated using simultaneous translation equipment.
- Childcare will be provided.
- Refreshments will be provided.

Consultant Team

The City has hired Dyett and Bhatia as the primary land planning consultant to conduct the master planning process. Subconsultants include:

1. Fehr and Peers Transportation Planners and Engineers
2. Keyser Marston Economists
3. Spurlock and Poirier Landscape Architects
4. Rob Wellington Quigley, Architect
5. Dudek Environmental

City Staff:

1. Karen Bucey, Community Planner, 619-533-6404 email: Kbucey@sandiego.gov
2. Lara Gates, Supervising Planner, 619-236-6006, Lgates@sandiego.gov
3. Mary Wright, Deputy Director, 619-236-7258, Mpwright@sandiego.gov